

AMENDMENT TRANSMITTAL LETTER			Docket No. 249768082US	
Application No. 10/748,759-Conf. #2699	Filing Date December 30, 2003	Examiner Y. Retta	Art Unit 3622	

Applicant(s): Scholl et al.

Invention: METHOD AND SYSTEM FOR GENERATING AND PLACING KEYWORD-TARGETED ADVERTISEMENTS

TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is an amendment in the above-identified application.
The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	32	- 34 =	0	x	
Independent Claims	3	- 3 =	0	x	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify): Extension for response within first month					120.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					120.00

☒ Large Entity
 ☐ Small Entity

☐ No additional fee is required for this amendment.

☐ Please charge Deposit Account No. 50-0665 in the amount of \$ _____.
 A duplicate copy of this sheet is enclosed.

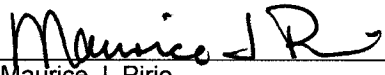
☐ A check in the amount of \$ _____ to cover the filing fee is enclosed.

☒ Payment by EFT Account No. SEA1PIRM.

☒ The Director is hereby authorized to charge and credit Deposit Account No. 50-0665
 as described below.

☒ Credit any overpayment.

☒ Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.



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Dated: 7/20/07